



41st YEAR

AMERICAN ROOFER & SIDING CONTRACTOR

If it's **SPEED** you're looking for ...let Barrett **SPEED** your Roofing Jobs!

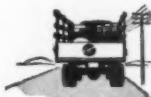
America's big rearmament program is going to call for a lot of new roofs—in a hurry! New roofs on new plants—new roofs on old plants. In either case, you can turn with complete confidence to Barrett.

For, as a result of 97 years of roofing experience, Barrett stands ready and able to help you apply the world's longest-lasting built-up roof in the shortest possible time. Barrett *speeds* roofing jobs in 3 important ways:

1 Barrett speeds specifications. Ready at hand are Barrett time-tested, scientifically calculated application specifications for almost every built-up roofing problem. These are available to you to provide a sound basis for estimating. They protect you... as well as your customer.



2 Barrett speeds deliveries. Strategically located supply points enable us to rush materials to your job when they are needed.



3 Barrett speeds application. Barrett does not have to rely on outside sources of supply for roofing pitch and felt. Because Barrett* pitch and felt are made in our own factories, their production can be controlled to meet demands. Barrett roofers can be sure that they will get materials when they need them. No time lost on the job! Moreover, you can be sure that these materials will be of uniform high quality.



But don't wait until you're up against it before ordering necessary roofing materials. Call or write Barrett today.

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

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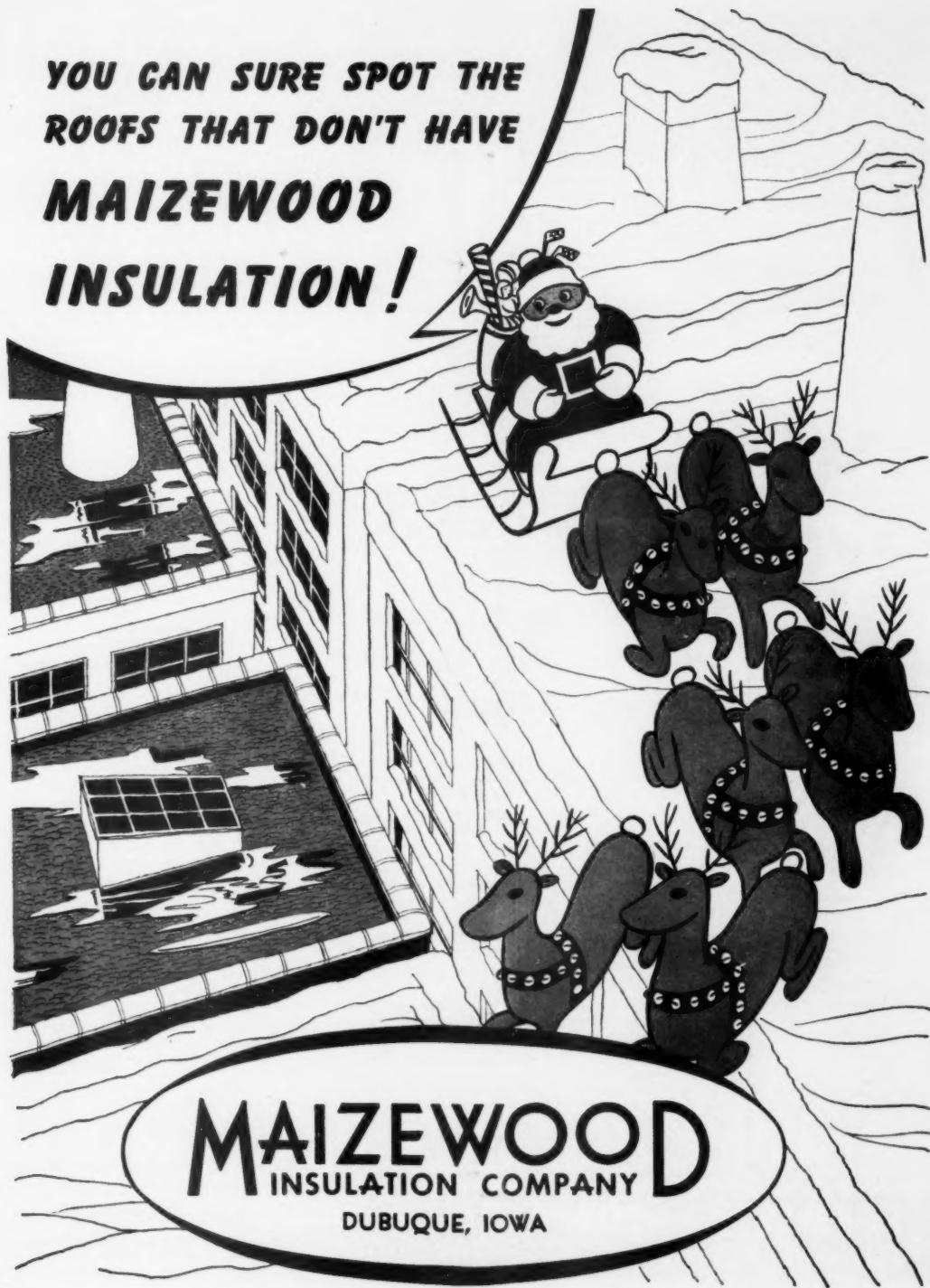
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**YOU CAN SURE SPOT THE
ROOFS THAT DON'T HAVE
MAIZEWOOD
INSULATION!**



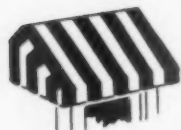
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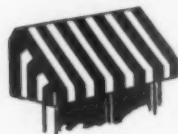


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All Aluminum, All
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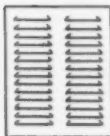
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'round sellers**



All Purpose Canopy



Awning



Louvers



Bevel Grip Siding Corners

**Smart design • Prompt
delivery • Fine quality
Easy to install**

Sunmaster gives you the best answer to a new fast growing market. Standout sales features make it easier to cash in on the new popularity of aluminum awnings and canopies.

Gable Canopy—The perfect complement for dressing up plain doorways. Fits any door with 18 inches clearance above door opening. Moderate price, easy installation.

All Purpose Canopy—All year 'round—the best doorway protection available. Alone or with matching awnings a beautiful addition to any home style. Only six inch door clearance needed for installation.

All Aluminum Awnings—Exclusive ventilated design. Softens light but does not darken home. Year 'round weather protection. Wide color selection—baked enamel finish. Blend beautifully with any home style.

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Bevel Grip Siding Corners—Bevel grip gives a snug fit for sure. No warped sides to catch wind or rain. Smooth or wrinkle finish. A beautiful finishing touch for all standard siding.

Write for sample sales literature and complete information about these Sunmaster products. The address appears below. No obligation, of course.

SUNMASTER CORPORATION
2222 Fourth Street • Peru, Illinois



Books

Building Insulation, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 85 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work, by William Nuebecker. 360 Pages, 430 illustrations, \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances, by Herbert Abraham. 1,515 Pages, \$22.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Roof Tables, by H. Collier Smith. 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney. \$5.50. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices at the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Roofing Facts Worth Knowing, by G. W. Owen. \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesman.

My Hardest Sale is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT
AMERICAN ROOFER
425 Fourth Ave., New York 16, N. Y.

HOW TO MAKE AN OLD HOUSE NEW AGAIN!



Actual photo taken of small house before start of modernization work. Note peeling paint—dingy appearance.

The same house—but what a difference! "Century" Asbestos Siding Shingles brighten it... smarten it... make it look "new" again!



Modernization is profitable business—and easy to get with "Century"® Asbestos-Cement Siding Shingles

A market that's always ready with business! Home improvement and modernization can be a source of steady profits for you. And you can always count on "Century" Asbestos-Cement Siding Shingles to help you make more sales more easily!

For instance, there's the appeal of *economy*—one that interests every owner: "Century" Siding Shingles are moderate in initial cost—are large-size for quick, easy, and inexpensive application. And maintenance costs are practically non-existent. "Century" Shingles resist fire and weather, won't rot or rust, can't be hurt by rodents or termites. In fact, they don't even need protective painting to preserve them.

Permanently protective—permanently attractive! "Century" Asbestos-Cement Shingles stay smart, stay

"young" looking because the beauty is *built in*! The deep cypress graining is a permanent part of the "Century" Shingle surface—gives authentic appearance of weathered wood. The attractive colors—SHELL WHITE, SUN-GLO BUFF, SEA GULL GRAY, and FATHOM GREEN—won't weather out... give you a selection to meet every customer's taste, suit every architectural scheme, both new and old.

These *proved sales points* can help you build your business with "Century" Asbestos-Cement Siding Shingles.

Write us for complete information on "Century" Siding Shingles.

Original Manufacturers of
Asbestos-Cement Shingles in this Country

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



AMERICAN ROOFER & SIDING CONTRACTOR

DECEMBER

1951

CMP restrictions: how they affect roofing contractors

RECENTLY the National Production Authority issued a Question and Answer Bulletin which showed the new regulations that went into effect on October 1st. Most of these do not severely affect roofing and siding contractors as they deal with the scarce defense metals, steel, copper and aluminum. However, it is well to note that copper may not be fabricated, adapted or fitted on the site of the construction for downspouts or gutters.

Some questions regarding construction may be of interest to roofing and siding contractors, and for this reason the following questions and answers are reprinted:

Q. Is authorization necessary for the use of controlled materials in adding to or altering an existing house?

A. No authorization is necessary for adding to or altering an existing house when no more than one-half the quantities of controlled materials specified for building the same house is used in the process. The chart on last page gives the specified quantities for all types of housing units.

Q. Can materials be obtained for

repairs or maintenance of existing recreational facilities?

A. No authorization may be made for allocations of controlled materials for repairs or maintenance of existing recreational facilities. However, if such materials are available, they may be purchased from steel warehouses and other sources of distribution up to 2 tons of carbon steel and 200 pounds of copper and copper-base alloys for this purpose.

ON OUR COVER

The aerial photographer who took the picture for our Cover-Of-The-Month encountered unusually lucky weather for his purpose and for atmospheric conditions in the City of New York. The order was to get a first-rate photo of built-up roofs. Not only did the photographer get his roof picture with the clarity of an etching, but he encountered brilliant sunlight, a rarity in this cloud-hung overcast metropolis.

The results could not have been better. The built-up roofs shown include a group of the largest life insurance buildings in the world, an armory, and a large number of other skyscrapers. The group of buildings in the left middle foreground is easily recognizable as the Metropolitan Life Insurance Buildings. All except the original Tower Building were roofed with Ruberoid materials. Photo & Data Courtesy The Ruberoid Company.

Q. Are there several types of authorization for building?

A. There are two types of authorization. Where only small quantities of controlled materials are required, a builder may proceed by self-authorization. In all other cases, he is required to obtain an authorized construction schedule and a related allotment of controlled materials.

Q. What is self-authorization?

A. Self-authorization means that the builder may obtain materials directly without seeking further authorization from the NPA or anyone else. He simply certifies on his order that he is conforming with regulations and is using the appropriate symbol.

Q. What are the appropriate symbols?

A. The symbol U-6 is used to designate industrial building, U-7 for all home building, except for apartment houses, and U-8 for all other building, with the exception of recreational facilities.

Q. Where may further information about the new controls be obtained?

A. Further information about the new controls may be obtained either by visiting or by writing to the nearest Department of Commerce field office.

Take care of your tools!

they won't be easy to replace

TOOLS should always be given first-rate care and maintenance. They are an important and expensive part of every roofing and siding contractor's equipment itinerary. Tools are carefully made to give the best service for their particular jobs. They should be carefully maintained to continue giving good service.

Even in ordinary times frequent replacement of tools can be an expensive item of overhead. Well-treated tools, properly maintained and preserved will have many times the life of poorly cared for tools. In an emergency period such as the present it is of vital importance to the contractor to make his tools last as long as possible. Many of them are already in the hard-to-get category. Some will soon be impossible to obtain.

Several fine publications on tools are sold by the Government Printing Office, Washington, D. C. at nominal cost. An excellent manual is TM-9-867, "Maintenance and Care of Hand Tools," originally issued by the War Department. Another is "Use Hammers the Safe Way" issued by the U. S. Department of Labor (Bulletin No. 127).

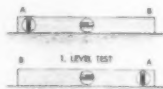
From "Maintenance and Care of Hand Tools" sections which the editors of "American Roofer & Siding Contractor" feel would be of especial value to contractors have been excerpted for a two-part article. The tools whose care and maintenance are to be discussed include levels, hammers, mallets, mauls, and sledges, scrapers, shears, saws, clamps and vises. While not all contractors use all these tools, many use most of them, and readers will be found, some of whom use one or another of every tool discussed.

Care of Levels

Test

1. Place level on a true horizontal surface and note level indication. Reverse level end for end. If bubble appears on one side of hairline on first

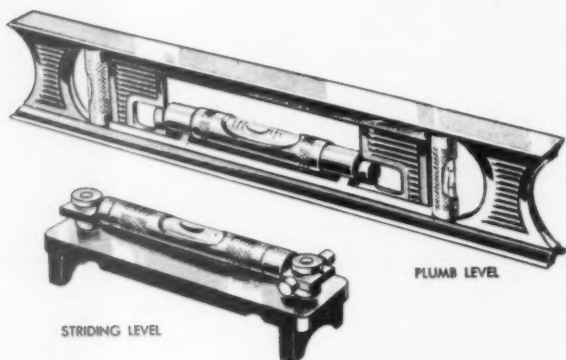
reading and on other side for second reading, level is out of adjustment.



2. Place plumb level against a true vertical surface and note plumb reading. Twist level one-half turn about its



vertical axis and again take reading. If bubble appears on opposite sides of hairline in the two readings, plumb level is out of adjustment.



LEVELS

Adjustment

Adjustable levels (metal or wood construction): Turn adjustment screw or nut to move spirit tube in direction indicated by test. Repeat adjustment and test until bubble centers on cross hair (single hairline level) or until bubble is centered between cross hairs (double hairline level).

Nonadjustable metal-framed levels: Remove screw, bolt or rivet which attaches low end (as revealed by tests) of spirit tube to frame. Shim up low end of tube with shim stock and attach tube to frame. Test level. Repeat adjustment and test until fault is corrected.

Nonadjustable wood-framed levels: Carefully dig out plaster of paris bed which attaches spirit tube to frame. Place level on a true horizontal or vertical surface (depending on



whether level or plumb spirit tube is being adjusted). Using five calcined gypsum for a tube bed, position spirit tube so bubble centers on hairline. Allow gypsum to set before moving level.

Common Misuses

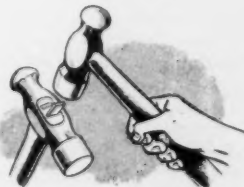
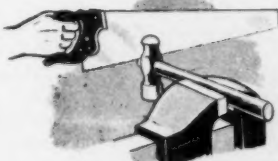
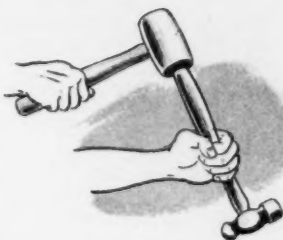
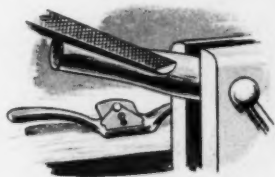
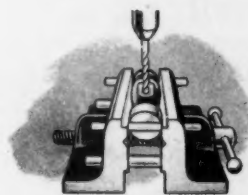
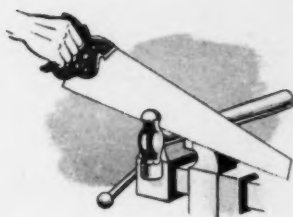
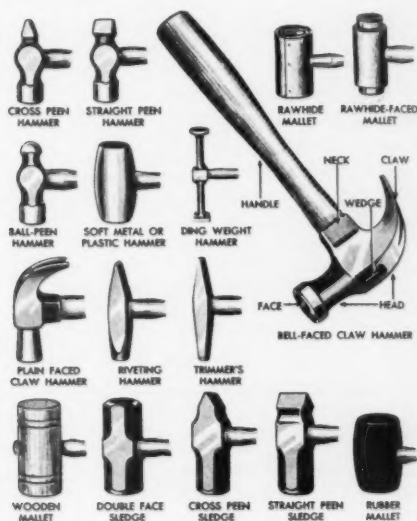
Rough handling. A level is a precision tool, therefore it must be used and handled with extreme care to preserve its accuracy. Do not drop. Do not

strike. Place level carefully against work.

Storage

Coat metal parts with rust preventive (thin film) at time of storage. Place tool in a rack or box which will protect it from accidental breakage. Store in a dry place. Upon removal from storage wash metal parts with dry cleaning solvent to remove rust preventive compound.

HAMMERS & MALLETS



Hammers, Mallets, Mauls, and Sledges

Care of Heads

General

Prevent rust formation by carefully wiping steel hammer heads dry after exposure to moisture. When it is known in advance that tool will be exposed to moisture, spread a film of preservative lubricating oil (special) or engine oil (SAE 10) over head.

Frequently inspect hammer type tools to see if handle is tight in head and to see if face is in satisfactory condition.

Replacing Handle

1. Remove old handle from head. If handle is tight, saw off old handle next to neck of hammer head. Do not saw the handle off so close to the head that the saw teeth will touch the head while sawing, thus damaging the set of the saw. A hacksaw may also be used.

2. Drill a hole in old handle as illustrated.

3. Drive old handle from head and secure wedges. (Note position of wedges.)

4. Shape new handle to fit head. Use rasp or spoke shave.

5. Insert new handle to head to determine fit.

6. Assemble for tight fit by striking end of handle with mallet to seat head firmly on handle.

7. Check results to determine if handle fits properly.

8. Saw off the projecting portion of handle close to hammer head and cut slots for wedges. Avoid having saw teeth touch the head during sawing.

9. Drive wedges into handle. If wooden wedges are used, replace old wedges or make new ones from straight grain soft wood.

10. File or grind end of handle even

(Continued on Page 18)

For more profits sell 'em a "home renovation package"

THE actual selling of roofing and siding, according to one northern New Jersey roofer, is one of the most highly competitive operations there is. As he puts it, in every town there are several "roofers" who operate "out of their hat" with little or no investment in materials, manpower and equipment. They specialize in "cheap" jobs, and offer the legitimate roofer considerable competition, price-wise.

However, this type of competition can be overcome. One manner in which this can be accomplished is through the more or less simple, but seldom offered, means of selling "the complete package."

The purchase of roofing and/or siding by the home owner is not just a casual purchase. It seldom springs from impulse. Rather it is purchased because of a long-known, and long-considered need. A leaky roof eventually means a roofing job. However, when a complete package is offered, the roofing job can be "snowballed" into a complete home renovation. This frequently happens without any special sales effort on the part of the roofer; it could happen far more often with a little extra sales effort—AND—the COMPLETE home renovation package.

In many cases, roofers are already in a position to offer all of the necessary services needed to completely renovate the exterior of any type of house. In those cases where they are not, they can still stay in the picture.

Briefly, the services necessary are:

- Roofing
- Siding
- Pointing of Masonry and Brickwork
- Painting, trim, shutters, eaves, etc.
- Puttying and Glazing

By CHARLES R. TIGHE
Special Correspondent

Minor carpentry work Installation and Repairs of gutters and leaders

There are many roofers that offer these services as a matter of daily operation. They have the equipment and know-how, plus the skilled personnel to handle this. However, there are even

more reputable roofers that only offer a few of the above specialized services. Even so, they can arrange to offer the complete job.

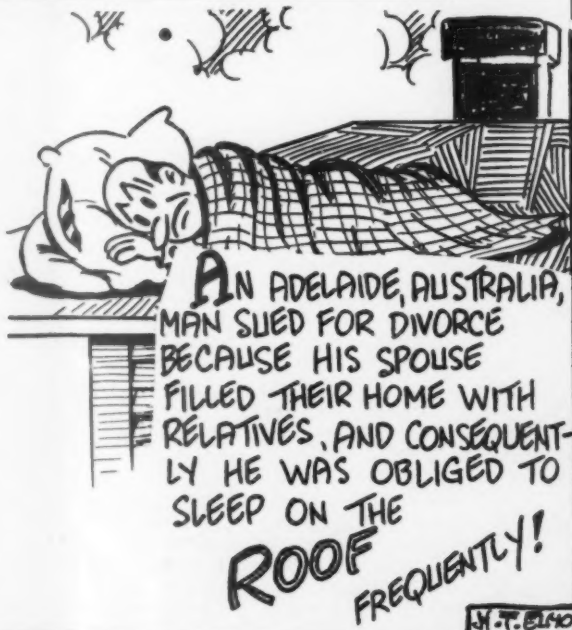
In the case of the northern New Jersey roofer, originally he specialized in roofing, siding and gutter installation and repair. It soon became apparent to him that if he was to get more business, he had two alternatives: either get more jobs, or increase the average size of the jobs he was getting.

Naturally, he did not drop his constant efforts to sell more jobs. That is, after all, the lifeblood of any business. On the other hand, up until that time he had not considered the possibility of making a serious effort to upgrade jobs that he was bidding on. In spite of this, on several occasions jobs that had been originally considered a simple roofing job had been voluntarily increased by the home-owner to include repairs of gutters, leaders, puttying of windows, and similar work—which he did not advertise.

What finally made up his mind to offer the complete package was a case where he was bidding on a job, and the owner remarked that he would like

(Continued on Page 17)

Covering The World . . .





How to remove and replace siding panels

Readers will remember the revised edition of the Insulating Siding Association's Manual which was presented in these pages exclusively about two years ago. The Manual has now been brought up-to-date with the information presented on this page.

MOST any type of siding material may on occasion become damaged from any one of a number of unpredictable causes. Among these are falling tree branches, fires, collisions with vehicles, spillage of liquid fuels, and in some cases malicious damage. Sometimes such damage is severe enough to require replacement of the damaged portion, and in such cases prompt repair of the damaged portions will restore the service life of the wall before extended damage can occur.

One of the advantages of the various insulating sidings is the ease with which necessary repairs can be made. Repairs involve the removal of the damaged panel, or panels, and replacement of same with a new panel.

Removal of Flush Type Panel

Figures 1, 2, and 3 show the preferred steps in removing a damaged panel. The first step is to drive nails holding the damaged panel through the panel using a nail set. The next step is to cut the right-hand underlying shiplap from the panel using a fibre board knife. Finally lift the old panel out of its position and remove the small piece of shiplap which has been cut from the panel.

Replacement of Panel

The nails of the panel just removed are hammered flush with the original

wall surface. Next the right-hand shiplap is cut from the panel and placed into position under the overlying shiplap of the right-hand adjacent panel. Asphalt Plastic Cement or caulking compound is applied in a bead along the cut edge of the shiplap and the new panel inserted into its proper place. Nailing then proceeds as usual. If the above procedure is followed, a minimum of effort is required and the results are excellent.

Overlapping Type Siding

With the advent of the so-called "Shake" siding with its clapboard-like application, the above procedure cannot be followed completely since nailing instructions on this type siding require nailing through both panels where the panels overlap. As a result the following procedure is recommended for the repair of this type siding.

Removing Overlap Type Panel

Nails along the bottom edge of the overhanging panel are carefully pulled using a nail puller (see figure 4). This must be done in such a manner that the appearance of this panel is not marred. The remaining nails (all in the panel to be removed) may be driven through the panel using a nail set, or may be pulled using the nail puller. The panel may



Top, Left:—Nails along the bottom edge of the overlapping panel are removed with a nail puller.

Top, Right:—Removing the damaged panel.

Middle:—With a nail set, drive nails through damaged panel.

Bottom:—Cut right hand underlying shiplap from the panel with a fibre board knife.

then be removed by pulling down and to the left while holding onto the lower left-hand edge of the panel.

Placing the New Panel in Position

Carefully place the lower right-hand edge of the panel in position resting on the shelf formed by the next lower course panel. Using this contact point as a pivot, raise the left-hand edge of the panel until the panel is level, then by pushing the panel to the right approximately one-half inch, it will fall

(Continued on Page 30)

Remembrance advertising



Above are shown a number of remembrance suggestions. Centered is the calendar issued by The Niles Iron & Steel Roofing Co. of Niles, Ohio. How better combine the spirit of Yuletide giving with the coming of the New Year than by presenting your customers with a beautiful calendar which will remind them the year-round of the home improvement services you have available for them? Other suggestions are a wall thermometer, bridge score pad, picture album, memo books, or small utilitarian objects like key chains, locks and pen knives.

ACCORDING to a recent survey, the city contractor does most of his business with commercial and industrial businesses, while in the smaller towns, farmers and ranchers are the dominant customers. To the general public, the roofing and siding contractor's advertising job is to sell not a specific product so much as the idea of living in more comfortable and more attractive homes; more serviceable and economic business quarters—and the desire to look to him for regular advice and help in building and improvement problems.

Knowing individual customers better and working closely with them is the secret of increasing markets and volume. The kind of advertising which helps do this is an investment worth making. Wall and desk calendars, memo pads, pencils, pens, other novelties bearing a sales message, can be

By I. H. DART
Sales Manager
Brown and Bigelow

tailored to do a good job for the big-and-small budget boys alike.

It's an axiom that people like to be remembered. It's also true that if you give them something useful and attractive, they'll appreciate it, use it—and remember you.

To begin with, calendars. A calendar is a necessary and useful object which people actually need. If an advertiser doesn't happen to give them one, they must go out and buy it.

Independent surveys show that calendars (carrying advertising messages) hang in 93% of homes and 88% of offices where buying decisions are made.

The country's largest corporations recognize the value of the calendar as a year round selling aid and usually use them as part of their big-budget programs. But smaller firms should not overlook them, for they are used to:

1. Build name identity and maintain it by carrying a message which states who you are, where you are and what you have to sell, in a medium which gains acceptance everywhere.
2. Show good customers you appreciate their business by thanking them for it in a friendly, tangible way.
3. Invite more business. Calendars are really SIGNS which hang on walls or occupy desk space and tell your sales story continually to people who make buying decisions in home or office.

Yet no matter how excellent in principle, a calendar, to serve its purpose, must hang. It takes specially trained people to help you select the calendar

(Continued on Page 28)

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Newly Developed Insulating Siding

Designed to further improve upon existing types of insulating sidings a new type of insulating siding has been developed by two men long experienced in the industry. The new siding not as yet on the market is called FI-ACS, the five letters in the name standing for Fire-proof Insulating Asbestos-Cement Siding. Inventors of the new siding are the father-and-son team of John A. Scharwath, and Herman Scharwath of Montclair, New Jersey.

Mr. Scharwath has been granted patents for the apparatus to be used in the manufacture of FI-ACS and has a patent pending on the siding itself.

Readers of this publication will remember Mr. Scharwath as the General Manager of National Asbestos Manufacturing Company of Jersey City, N. J., which in 1936 was acquired by United States Gypsum Company.

The new siding, state the inventors, has the following improvements:

1. Surfaces (facing) can not catch on fire.
2. Actually simulates the real appearance of brick or stone.
3. Simulates the genuine shape of clapboard, shake and other types of taper wall material.
4. Its insulating and fuel saving property is existent in the composition facing as well as in the fiber board base.

FI-ACS has the same $\frac{1}{2}$ " thick asphalt vapor sealed fiber board base common to other slate surface sidings. However, instead of a slate surface it comprises a hydraulic cement bonded body of Vermiculite or Perlite, on which is integrally superimposed a surface layer of $\frac{3}{16}$ " thickness of asbestos fiber and cement composition. The latter is the same in composition as asbestos-cement siding shingles but is not compressed so densely.

In addition to brick and stone simulation for the re-siding market, FI-ACS can be produced in $\frac{3}{8}$ " thick butt shakes, and $\frac{1}{2}$ " and $\frac{3}{4}$ " thick butt clapboard, which makes it a harmonious product for the architecture of a frame house.

For the better class house FI-ACS clapboard is made with a $\frac{3}{4}$ " thick butt facing on a $\frac{5}{16}$ " fiber board base, and is the same thickness and weight as the conventional wood sheathing and wood clapboard wall.

FHA acceptance for use on new houses can be granted to the new siding after a full year, or 4 weather cycles of satisfactory probationary period as a re-siding. This will give the contractor an additional and larger

market to the residing one, says Mr. Scharwath.

The siding can be supplied in buff or red color for brick, and in natural color for stone, with gray or any other color mortar lines. The panels are 16 $\frac{1}{2}$ " wide by 48" long, which is 2 $\frac{1}{4}$ " wider and 4 $\frac{1}{4}$ " longer than slate surface panels. The weight per square is about 250 pounds, about 50 pounds heavier than the heaviest slate surface sidings.

The material is applied the same as slate surface siding and comes equipped with corners and combination panels, with indicated nailing locations. It can easily be cut with a fine-toothed hand saw and nailed with 6 penny wire nails. Nails can be counter-sunk and nail heads sealed with moistened dry asbestos-cement mortar line composition, which prevents nails from popping in later years. No special tools are required.

Material Hoisting Tower

A new Waco material hoisting tower that assembles with standard Waco sectional scaffolding has been announced by the Wilson-Albrecht Co., Inc., national manufacturers.



The tower is available as either a double-well or single-well unit and can be erected in approximately 2 $\frac{1}{2}$ hours by three men. The unit features remote or pre-set platform control—similar to the Waco Portable Elevator—and the double-well tower is designed for simultaneous loading and unloading at top or bottom of alternate wells. Other features include a "slow-up" brake on the power mechanism to govern platform descending speed, and a safety slack brake which sets automatically in case of failure in the hoisting rig.

Powered by interchangeable gasoline or

electric power units with hoisting speeds of 100 and 110 feet per minute, respectively, each tower has a capacity of 1000 pounds. Hoisting mechanism, consisting of cages (or cages), base with motor mount and cathead pulleys, is available as a package unit, or the complete tower may be purchased.

Hammer Nail Clip

The Third Hand Hammer-Nail Clip is claimed to provide a "third hand" for the roofer using it at very slight cost. For instance, for roof framing you can hold the rafter with one hand and start the nail with the hand holding the hammer, as the clip retains the nail for starting.



The manufacturers, Amsco Company, point out that an entire scaffold may be saved by use of the Hammer Nail Clip, because of the additional reach obtained. The clip is claimed to be ideal for nailing panels on ceilings. In many other ways at the key point of a job of application it simplifies things at a necessary time it frees one hand while a job is being started.

Caulking Directory

Calbar Paint and Varnish Company has announced the completion of a caulking compound directory, offered without cost or obligation to the building field. It is believed to be the first directory to cover the caulking trade, and is chock-full of information that will be helpful to contractors and dealers.

Listed are such items as: how to apply caulking compound, where caulking is used, how caulking saves time and money, architectural specifications including the Asbestos-Cement Products Association and Federal requirements, as well as caulking guns and nozzles.

An important feature of the Directory is the introduction of 26 permanent colors of caulking compound, to match or harmonize with any building material on the market. Actual samples of the colors are illustrated. The new colored compounds now eliminate the necessity of painting the caulking, since it matches the shingles, siding or roofing to which it is applied.

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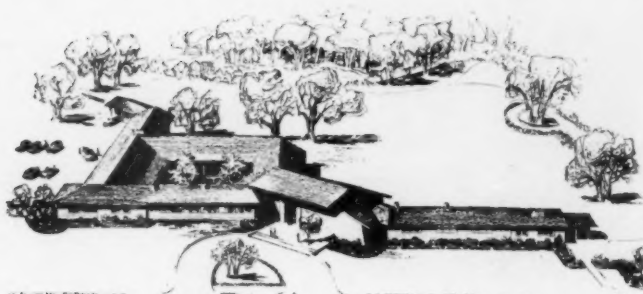
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Thousand-year old roof features new western office



A thousand-year old roof is the crowning feature of the newly completed \$500,000 hacienda-like editorial home of Sunset Magazine, a leading magazine of Western living.

Built by Lane Publishing Co., Sunset's new home is located at suburban

Menlo Park, 30 miles south of San Francisco.

The roof is composed of hand-split redwood shakes, and the trees from which they came were at least 1,000 years old. They were felled in the fog-shrouded canyons of the La Honda

area on the California coast, just 20 miles west of the style-setting new publishing plant.

California redwood boards, and hand-split batts, were also chosen by Publisher L. W. Lane and Designer Cliff May of Los Angeles, in their specification of building materials for the ranch-house type structure.

The building spreads across 30,000 square feet of a picturesque seven-acre site. An outstanding feature of the unique building is the effective use of redwood for siding, and the heavy hand-split redwood shakes which cover the roof. The roof, because of the wide overhang, covers an area 8,300 square feet greater than the 30,000 square feet of the single-story building itself.

Application of the shakes was in the hands of sub-contractor Jack Trusty of Redwood City, California, who found it necessary to use 8-penny nails to insure penetration of the shakes, some of which are 2-inches or more in thickness at the butt end.

A unique feature of the roofing work was the delivery system used by Reeves Roofing Co. A special delivery truck was used on which the entire flat-bed is raised by a hydraulic scissors-type lift to a height of 12 feet. This permitted unloading the heavy bundles directly to the workers on the roof.

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NEWS

of the

Month

Research On Livability In Warm Climates

The Acme Ceramic Housing Research Project, conducted by the Bureau of Engineering Research of the University of Texas, and mentioned a year ago in BRAB Notes, has issued a first report. According to the report, the general objectives of this program are two-fold; first, to investigate suitable foundation design for the unstable soils found in so many sections of the United States, and, second, to investigate the human comfort characteristics of various residential designs and materials of construction.

The project is one of the first of its kind to take into consideration the combined factors of durability, livability and cost of construction.

A number of architecturally similar houses have been constructed as part of the research program, five of them being ceramic construction and a sixth being frame which has been used as the "control" or standard of comparison.

All houses were built to the same compass orientation; all have floors over air or "crawl" spaces; the floor space of each house is approximately 1700 square feet, and in general, the floor plans are identical. However, different floor, wall, ceiling and roof constructions were employed for comparative purposes. When the research program has been completed and all the data analyzed, the Bureau of Engineering Research of the University of Texas will publish the results. It is also planned to release periodic results through the Austin office of the Clay Products Association of the Southwest.

FNMA Purchases Cut Down On Available Gov't Funds

Mortgage purchases by the Federal National Mortgage Association in June 1951, less mortgage sales, repayments and other factors, resulted in a net decrease of \$42,000,000 during the month in the Government's uncommitted funds in its secondary market operations.

FNMA President, J. S. Baughman, reported to Raymond M. Foley, Administrator of the Housing and Home Finance Agency, that FNMA had purchased during the month of June 6,663 mortgages, amounting to \$49,200,000. Of these purchases \$48,900,000 represented over-the-counter transactions and \$300,000 were made on the basis of commitments previously issued.

During June, FNMA sold 355 mortgages for \$3,000,000; repayments on mortgages in its portfolio and other credits amounted to \$5,000,000. Outstanding commitments to purchase mortgages increased by \$1,000,000 to \$54,000,000, by reason of commitments made pursuant to the Alaska Housing Act. Except in the case of Alaska FNMA's authority



to make advance commitments to purchase mortgages was terminated last year.

W. S. Acuff, Jr. Named a Reynolds Sales Mgr.

W. S. Acuff, Jr., has been appointed Industrial Products Sales Manager of the Building Products Division of Reynolds Metals Company.



W. S. ACUFF

Mr. Acuff, whose headquarters will be in Louisville, for the past three years has been Regional Sales Manager for Reynolds Building Products Division in the New York region.

Prior to going with Reynolds in 1948, Mr. Acuff spent twenty-one years with Keasby & Mattison Company as salesman, district manager and general sales manager.

W. J. Sauer of Jones & Brown Appointed Merchandise Mgr.

W. J. Sauer has been appointed Merchandise Manager of Jones & Brown, Inc., it was recently announced by E. N. Rosenthal, President of the company.

Mr. Sauer, formerly a J & B sales representative for the states of Missouri, Kansas,

Oklahoma, Arkansas, Western Tennessee, Western Kentucky and Southern Illinois, will now handle the merchandising of all Jones & Brown products in all of the national markets covered by the company.



W. J. SAUER

His background is filled with building materials experience and he has been part of the Jones & Brown organization since 1947.

He will be located at the main offices of Jones & Brown, Inc., at 439 Sixth Avenue, Pittsburgh 19, Pa.

W. B. Roberts, Ass't Treas. Connery Construction Co. Dies

Mr. William B. Roberts, Assistant Treasurer and Purchasing Agent for Connery Construction Company, long a member of that company, passed away on September 1st.

Richards Announces New FHA Appointments

Franklin D. Richards, Commissioner of the Federal Housing Administration, has announced the appointment of Delton Bennett as State Director for the Federal Housing Administration in Kansas to fill the position left vacant by Jonas W. Graber, who has become Regional Representative of the Administrator, Housing and Home Finance Agency.

Commissioner Richards paid high tribute to the outstanding service Mr. Graber has rendered and called attention to the fact that he had been with the Federal Housing Administration for more than 15 years. Under the direction of Mr. Graber the insured mortgage plan had developed as an effective mortgage financing means for families throughout the state.

Home Renovation Package

(Continued from Page 10)

to make a complete roofing, siding, painting of trim, and pointing up all masonry, project, but wished that there were some single outfit that did all of these things, without the necessity of the owner dealing with several different concerns.

That did the trick.

Sub-contractors Engaged

For the work outside his own line, a painter, a mason and a glazier were approached on taking care of this type of work on a sub-contract basis. All billing was to be done by the roofer, and he would then pay the sub-contractors.

This system has been working very satisfactorily for this concern for the past three years. In addition to increasing the size of his jobs, and therefore his profits, it has also brought one other very important advantage to light, and that is the matter of financing. In many cases owners have to obtain loans of one sort or another to do the job. They frequently feel that they would like to make a clean sweep of the whole house, as long as they are getting a loan anyway. By offering one complete package, this roofer has found that many times he gets the project because he can offer one price for the job, which simplifies the matter of obtaining the necessary funds for the owner.

Where To Use Selvage Edge Roll Roofing

Nineteen-inch selvage edge roll roofing, a locked-on type of asphalt shingle, or a standard strip shingle may be used on barns and other permanent buildings. If the building stands in a high, exposed location, cementing down the tabs of the asphalt strip shingles with quick-setting asphalt cement is recommended. Asphalt roll roofing may be used on low, small temporary structures.

The foundation, walls and floor must be of sound construction, with the floor far enough above the ground to prevent flood damage in heavy rains. Doors and hatches must be tight-fitting, and there should be no loose knots, split boards or open joints which could cause loss of grain.

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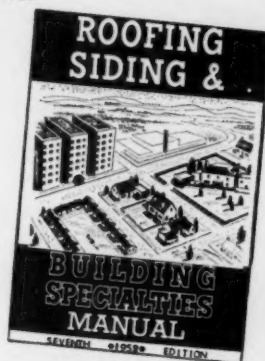
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Those are just a few of the comments the 1951 edition produced.

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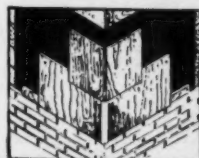
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frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingles. For complete details write

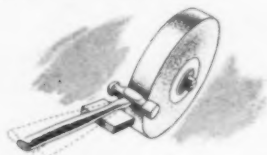
BUGHER MANUFACTURING CO.

Formerly DOUBLE GRIP BRASS CLIP CO.
811 S. Main St. Kokomo, Ind.

Take Care of Your Tools

(Continued from Page 9)

with head. Use wood rasp if wooden wedges are used. Grinding may be employed if metal wedges are used.



Tightening Handle

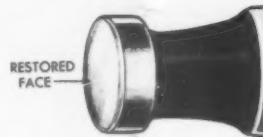
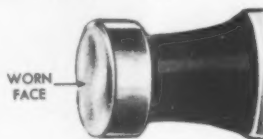
If wedge comes loose, remove it and install larger wedge. If wedge remains tight in handle, but handle loosens, drive thin hardwood or iron wedge into handle beside original wedge. A loose handle can be temporarily repaired by soaking in water. If unable to tighten, replace handle.

Grinding Face

Incorrect or abusive use of hammer type tools frequently results in uneven face wear. To reshape worn faces:

1. Determine if face should be plain or bell shaped by examining unworn

portion of face or by comparing with unworn tool of same type.



2. Grind face to original shape. Frequently immerse head in water to prevent burning. Do not remove more stock than necessary.

3. On mallet type tools, grind equal amount of material from both faces to preserve balance.

Common Misuses

Do not strike a hardened steel surface with a hammer.

This misuse is a serious safety hazard. Small pieces of sharp, hardened steel break from the hammer and also from the hardened steel. This has been responsible for many serious eye injuries. It may also cause damage to the work and/or the hammer.

Use a soft hammer in striking any hardened steel. If a soft hammer is not available, place a piece of copper, brass, fiber, or wood on the hardened steel. Strike the soft material and not the hardened steel.

Storage

Coat steel heads with rust preventive compound (thin film) and store in a dry place. Upon removal from storage, wash metal parts with dry cleaning solvent to remove rust preventive compound.

Scrapers

Care and Cleaning

Protect cutting edges of bearing scrapers by enclosing blade in a cloth case when not in use.

Keep scrapers clean at all times. Wash them in dry cleaning solvent and wipe them with a clean cloth.

Sharpening

Flat Scrapers

Flat scrapers are sharpened with a

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SOUTHBRIDGE, MASS., U. S. A.

file or on an oilstone, forming a bevel on one side only.

Place bevel flat on a fine oilstone. Swaying the entire body from the feet, rub blade (in a figure eight motion) over surface of stone. Brush feather edge from scraper by rubbing flat side of blade lightly over stone.



FLAT SCRAPER

Clamp blade in vise as illustrated. With a burnishing tool, or other piece of flat smooth steel, rub edge with sufficient pressure to turn it as shown in sketch.

Good Idea To Remodel

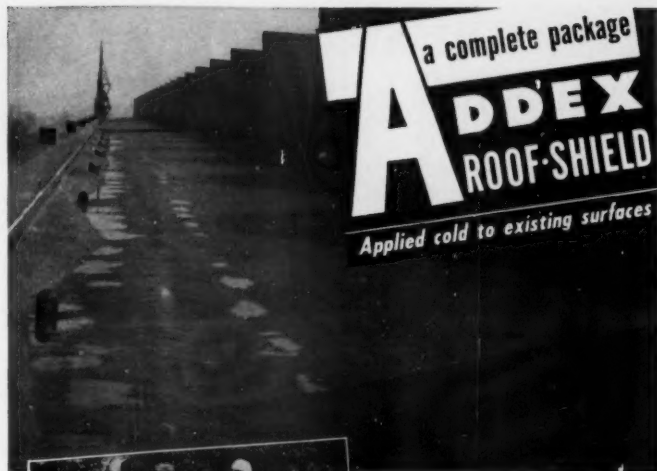
Higher down payments required on new home purchase contracts, shorter periods for mortgage financing and other government controls designed to curb residential construction, plus general inflationary pressures, have been causing a sharp increase in realty values.

Many home owners today are finding it more profitable and more economical to modernize their homes than to buy new homes. Others are buying older houses with the intention of remodeling.

Before buying an old house, the foundation, roof and framing should be checked carefully to make sure the structure is basically sound and can be remodeled economically.

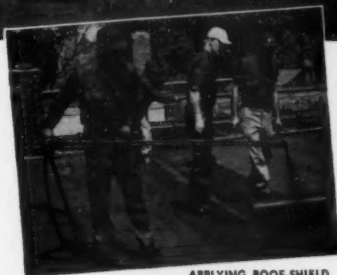
Cracks in plaster walls generally indicate that the foundation is settled. Almost any building will settle to some extent, and hairline cracks are not serious; however, new cracks in an old house probably indicates the building is continuing to settle. Sticking doors, sagging door frames and uneven floors

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Tough, flexible Roof-Shield is made of weatherproof asphalt reinforced by Glass-Fiber-Mesh.

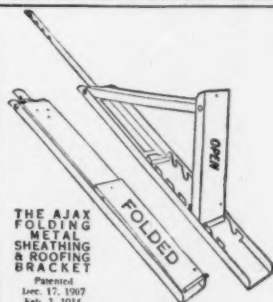
- Easy to apply right over old roof surface.
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All "Midget" Louvers are made entirely of rust-proof aluminum in 5 convenient diameters and are easily installed by drilling a hole of proper diameter and tapping gently into place. "Midget" Louvers also have built-in screens to keep out insects.

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Back Edge of Hacksaw Blade Utilized as Filing Guide

A hacksaw blade makes an ideal guide for filing straight edges on work.

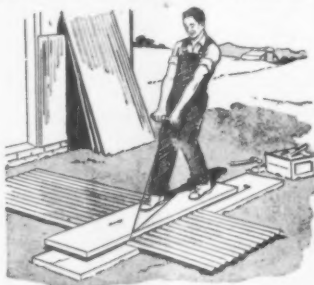


Make sure the blade is not curved and lock it smooth edge up in a vise with the work as shown. As the blade is so hard that a file will not touch it, the work can be cut down to the edge of the blade but no deeper. If the work is comparatively wide, put a blade on each side, aligning them with the edges of the vise jaws.

Hugh Lineback, Stillwater, Okla.
Popular Mechanics

Baling Wire Quickly Cuts Sheets of Corrugated Roofing

Having to cut a number of sheets of corrugated metal roofing, I found that



a length of baling wire did a faster and easier job of cutting the metal than ordinary tin snips, although the cut edges may not be as smooth. First, one end of the wire is tied securely to a

MERRY CHRISTMAS

to our friends all over the world . . .
CALBAR PAINT & VARNISH CO.
Philadelphia



"Buy from Frey"

TOOLS
FOR THE ROOFER

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

Roofers' Supplies
Contractors' Supplies
Anything You Need

ALL STATES ROOFERS SUPPLIES
2107 W. LAKE ST. CHICAGO, ILL.

Free Catalogs!

see page 27

COMING!

More and Better Articles
on Insulation

Siding and
Steep Roofing

10d nail driven in a plank and the other end of the wire is fitted with a wooden handle. This can be done by twisting the wire around a short length of 1-in. dowel or broom handle. After the wire is stretched flat, lengthwise along the plank, the roofing is laid over the wire. Then a second plank is placed on top of the roofing with one edge along the cutting line. By standing on the plank while pulling upward and back on the baling wire, I sheared the roofing along the edge of the plank. Keep your weight on the roofing when nearing the end of the cut, pulling the wire almost directly upward at this point. The edge of the roofing should be at least 1 ft. from the nail which anchors the baling wire to the bottom plank.

M. W. Wilsey, Vandevoort, Ark.
Popular Mechanics

Analysis of Housing Prepared by NAHB

The excellent analysis of housing materials requirements prepared for the Joint Committee of the National Association of Home Builders and the Producers' Council establishes a pattern which should be followed with respect to use of materials in other types of construction, according to A. Naughton Lane, Council President.

"Authentic data on the actual requirements of critical materials for a given volume of industrial, commercial, institutional, and other construction is needed to guide defense agencies in allotting materials and approving permits," Mr. Lane said.

"The analysis made by Leonard Haeger for the NAHB-PC Committee played an important part in the decisions made by the National Production Authority in issuing its new construction regulations. Similar studies in other categories of construction would enable industry and government to form a better estimate of the amount of non-residential construction which could be authorized and completed with the available tonnage of critical metals.

"While the problem of determining requirements admittedly is more difficult in other types of constructions, owing to the greater variations in the size and types of buildings constructed, some basis for arriving at the needed facts undoubtedly can be found."

The Kettle with Flash-Proof Flues

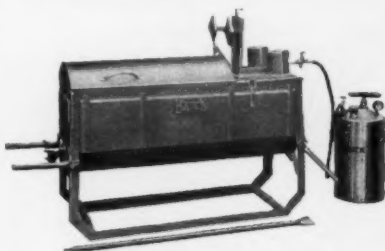
SPEED-MASTER

Gives You More "Hot Stuff" Faster—
For Half the Fuel



Trailer Kettle on Pneumatic Tires (above);
Solid Rubber or Steel Wheels—
in 55, 80, 115 and 165 gals.

The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.



Skid Type Kettle—in 40, 55, 80, 115
and 165 gals. capacity.

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cask for faster draw-off.
- ✓ Other Hauck Features — arched cover; protection for burner and flues; fully equipped fuel tank; full-length steel chassis; semi-elliptical springs on trailer kettles; etc.

HAUCK MANUFACTURING CO.

103-113 Tenth Street

Brooklyn 15, N. Y.

THOUSANDS OF CONTRACTORS BENEFIT EACH MONTH

from reading **AMERICAN ROOFER & SIDING CONTRACTOR**! You can, too, for the small subscription price of \$3.00 per year. **AMERICAN ROOFER** has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

AMERICAN ROOFER & Siding Contractor

425 Fourth Avenue, New York 16, N. Y.
Please enter my subscription to **AMERICAN ROOFER & Siding Contractor**, at \$3.00 for one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

My Name

Position

Company

Address

City..... State.....

Manufacturers & Distributors

Everything for Roofing and
Waterproofing

CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durez Products

METROPOLITAN
ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile
Roofs, Old Slate Roofs, Flat Tile
Roofs, American Method Asbestos
Shingles and French Method Asbes-
tos Shingles and for Metal Roofs.

CLASON SNOW GUARDS
Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**
275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices

TO SUBSCRIBERS DESIRING CHANGE OF ADDRESS

Please report change of address direct to
AMERICAN ROOFER & SIDING CON-
TRACTOR, 425 Fourth Ave., New York
16, N. Y., allowing FIVE WEEKS before
change is to take effect. (Be sure to send
your old address together with new ad-
dress.) Copies that have been mailed to
an old address will not be forwarded by
the Post Office unless extra postage is
sent to the P. O. by the subscriber. Avoid
such expense and make sure of getting
your copies promptly by notifying this
publication FIVE WEEKS IN ADVANCE.

The American home playhouse fun for kids . . . profit for dealers



Photos & Data Courtesy Ruberoid Company



This new playhouse is a good demonstration of how simple and practical it is to use Stonewall asbestos-cement board. Designed by Mel Searls, Jr., a 15 year old student at the Taft School, Watertown, Conn., it won for the boy a special citation from the Asbestos-Cement Products Association.

Alert dealers will pull down extra profit by selling the attractive playhouse as a prefabricated unit or by providing home owners with plans and materials, for this is a practical addition to the backyard that will delight the whole family. Little sister will

love it. Mother will find relief in knowing that the children are enjoying themselves in safety. And in the winter Dad will have an extra utility room for storing garden tools and out-door furniture.

Asbestos-cement board was chosen as the basic material of the playhouse for reasons of economy, safety and simplicity. It is an inexpensive material, simple to cut, shape, and nail, that has a finished surface which needs no painting. It is fireproof, weatherproof, rot-proof, and as durable as a stone wall. Big 4'x8' sheets go up fast.

Nailing It Down

(Continued from Page 5)

the reassurances of Senator Sparkman and Price Controller DiSalle were reported in this magazine: small business, they said, would not be forgotten. Several of the five *Management* articles were devoted to CMP and the Office of Small Business, on questions of aid to contractors in the Washington confusion.

It was pointed out in a number of articles during the year that curtailment of new construction and shortages of critical materials would actually help the roofing and siding contractor in sales of asphalt and asbestos roofing and siding. Materials for roofing and siding are in good supply and will apparently continue to be unless there are radical changes in the situation. People who cannot purchase new homes are more than ever interested in repair, preservation and maintenance of their existing homes. The role of the contractor is thus cut out for him.

Articles on the subject of available materials appeared in the January issue ("Good '51 Year Predicted"), May ("Labor and Materials Available To Supply Active Demand"), and August ("Siding Materials Available, PROBABLY").

Editorials also reported several important actions. In March appeared the first announcement in the trade of acceptance of insulating siding by FHA for new home construction. In July the danger of "Green River" laws, (preventing door-to-door selling) was publicized. In October, the magazine reported plans and successes in combatting "Green River" laws.

With the conclusion of an outstanding year in editorial presentation *American Roofer & Siding Contractor* pledges itself to continue to improve and variegate its articles of value for our worthy readers.

Readers can expect to find an outstanding series on all phases of roofing and siding to be presented by an outstanding manufacturing expert during the next few months. The results of an exclusive survey of contractors made by the publishers will be presented shortly: it's an eye-opener! Government and defense production developments will be reported more thoroughly than ever.

And now, as is our annual custom,

(Continued on Page 30)

\$60,000 CAPITAL WANTED

in return for 50% of Profits and stock, also equal share in management (if desired) to finance construction of Machinery and provide Working Capital for an initial 50 sqr daily production, and sale of **FIACS**, the siding described on another page of this issue of *American Roofer*.

Because of its reasonable cost and greater superiority **FIACS** should have a market as large as Slate Surfaced Insulating Sidings, Asbestos Cement Shingles, and Aluminum Siding in the Re-Siding Field; and Wood Shakes and Asbestos Cement Siding for low cost Housing Developments; and in its 3/4" thick butt Type, replace the conventional Wood Clap Board Wall in the higher cost, better class new Frame House Field.

John A. Scharwath

110 Lewellyn Road

Montclair, N. J.

PIGEON PROOFING

Bird Nuisances Eliminated
Effective — Economical — Lawful
Positive Permanent

— Beware of Patent Infringements —
OUR WORK GUARANTEED

THE STAN-GARD PIGEON & BIRD REPELLENT CO., INC.

523 West 184th Street New York 33, N. Y.

WAdsworth 7-3300
CABLE STAN-GARD

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

PAT. NO. 2299460



ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA - P. O. BOX 4056 - GEORGIA

New twist on "model" home racket as it shows up in Scranton, Pennsylvania

Regional home owners in the Scranton, Pa., area were advised against doing business with out-of-town contractors allegedly working a "model home siding racket" in which several persons were overcharged approximately one month ago.

Thomas F. Leahy, manager of the Scranton Better Business Bureau, said one home owner, a woman, reported that she had signed a contract to cover her six-room home with imitation brick siding, for \$1,500.

A reputable local contractor, Mr. Leahy said, claimed the job could be done for \$650 or \$700.

The racketeers, Mr. Leahy said, usually request the use of a home to be covered with siding for an exorbitant price as a model. The home owner then is promised a bonus of \$50 for each job received as a result of the model job.

Mr. Leahy urged home owners to deal with reputable local contractors when remodeling or improving their dwellings.

Contractor tells all: "cold facts" bring in winter insulation business

Wm. C. Maunz Co., Inc., 387 E. Delavan Ave., Buffalo, N. Y., promoted insulation jobs at the beginning of the winter season with this eye-catching newspaper ad built around the theme, "Cold Facts"

An Eskimo pointed to ad copy which read: "Outside cold works through walls and roofs and draws inside

warmth toward the cold surfaces. Heating systems must work 'overtime' to counteract this loss of heat, resulting in high fuel bills.

"A genuine Eagle Mineral wool insulation job will reduce your bills up to 40 per cent and give you year 'round comfort—summer and winter."

**COLD
FACTS.**



Outside cold works through walls and roofs and draws inside warmth toward the cold surfaces. Heating systems must work "overtime" to counteract this loss of heat, resulting in high fuel bills. A genuine Eagle Mineral wool insulation job will reduce your bills up to 40% and give you year 'round comfort—summer and winter.

**ORDER TODAY—DON'T DELAY
FREE ESTIMATES**

PHONE GA. 7382

WM. C. MAUNZ CO., INC.
387 E. DELAVAN AVE.

In Tonawanda
Phone 12

In Seneca
Phone 23

In Lockport
Phone 1187R

In Niagara Falls
Phone 9-370

Above: copy of the ad successfully used in upstate New York newspapers by Mr. Maunz.

He Forgot the Hole in the Roof, so—

While working on a roof, this man placed a piece of tar paper over a flue hole about 13 by 32 inches in size. As he was carrying bundles of shingles across the roof, he forgot where the hole was, and stepped on the tar paper, fell through the hole to the floor below.

Result: Died of a fractured skull.



The cartoon above isn't funny. A roofer was actually killed because he forgot the hole he himself had covered with tar paper.

Suggestion: Openings of this kind should be covered with material that will hold the maximum load applied, or marked and guarded to prevent anyone from walking over the hole.

—Ohio Industrial Commission Monitor

Protect Crops Stored on Farm

Contractors can help farmers make sure that their granary space will be ample for storage of this year's expected bumper harvest and that adequate protection is provided against leakage, weather, rodents, insects and other hazards.

Farmers should be told that whether constructing a new storage building or reconditioning one now in service, a new asphalt roof will provide protection from weather damage and long, economical life. With a wide variety of asphalt roofing available for use on barns and other farm service buildings, it is easy to select a suitable type for any structure.

NO SHORTAGES IN



Bondstone is today's most inexpensive system of stone duplication. . . . Duplicates the beauty, the charm, the permanence of natural stone. . . . Immediate availability of material.

Exclusive franchises open to siding contractors. Only a small investment needed.

Train your men in only two days to do a perfect installation job.

Over 100 successful franchise dealers throughout the United States.

Write or phone for complete details . . .

EMCO CEMENT PRODUCTS, INC.

PAXINOS, PENNSYLVANIA

Phone: Shamokin 599R3

Paralastic*

CAULKING COMPOUND

In any weather . . . hot, cold, wet or dry . . . PARALASTIC seals, insulates, weatherproofs, waterproofs perfectly! Will not chip, peel or crack.

IN ALL COLORS! Aluminum . . . Brilliant White . . . Natural . . . Gray . . . Green . . . Buff . . . Red . . . Black . . . and in all pastel shades to match the new shake and asbestos colors!

SOLD BY LEADING JOBBERS

*Reg. U. S. Pat. Off.



IT ISN'T INSULATED UNLESS IT'S CAULKED

PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.

*New!***IMMEDIATE
SHIPMENT**

OF

AIR-O-CEL**ASPHALTED BACKER BOARD**

For Use Under Your Re-roofing and Re-siding Work

4 Big Advantages

1. Reduces loss of asbestos shingles through breakage by providing a cushion over old siding.
2. Nails can be driven home, eliminating complaints about rattles.
3. It is an effective insulator.
4. It acts as a vapor check, protecting original structure.

Why It's Better

It is an extremely rigid corrugated board. Asphalted. Improves any re-siding or re-roofing job. Comes in sheets 30" x 48" for easy handling. Low priced.

Write for Literature
and Free Sample.

**FREE
SAMPLE**

Made in U.S.A. and Canadian Patent Offices. © 1948

AIR-O-CEL COMPANY
P. O. BOX 62 DETROIT 20, MICH.



STAY SHARP ROOFING KNIFE



**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the toughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steepest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S
SONS COMPANY**
AYER,
MASSACHUSETTS

R. MURPHY *Knives*

**House Needs Good
Roof in Winter**

Winter may seem a long way off, but the days and weeks slip by so rapidly that it really isn't a bit too soon to begin preparing for cold, stormy weather.

Contractors should sell the idea that inspection should be made even though the house seems to be in good condition, because there may be hidden structural defects which otherwise might not be discovered before an emergency arises. Any repairs to the exterior should be started promptly so that the work can be completed in mild temperatures. The job becomes more difficult and the results may be less satisfactory if delayed until the weather becomes cold and unpleasant.

**NOW IS
TIME TO**

PLAN AHEAD
FOR A COMFORTABLE
Winter

LET THE NEWLY OPENED
ERIE SIDING and ROOFING Co.
910 FRENCH ST.
SHOW YOU HOW!

<p>GUARANTEED WORK ON SINKING AND ROOFING JOBS.</p> <p>IRON, GALV. ALUMINUM & ASBESTOS ROOFING TYPICAL ROOFING</p>	<p>NO DOWN PAYMENT!</p> <p>* EASY TERMS!</p>	<p>WHY YOU SHOULD DO IT NOW!</p> <p>ELIMINATES FROSTING REDUCES COSTLY FUEL IF SHANTY REPAIRS TO ROOFING AND SIDING ARE LEFT UNTIL WINTER</p>
--	---	---

THESE AND MANY MORE HOME
IMPROVEMENT ITEMS. CONSULT
ERIE SIDING and ROOFING CO.
910 FRENCH ST. PH. 21-8141

OR JUST MAIL THIS HANDY COUPON
FOR MORE INFORMATION

MAIL COUPON

NAME _____
ADDRESS _____
CITY _____ STATE _____
ZIP _____

The unusual ad shown above worked wonders for the Erie Siding and Roofing Company of Pennsylvania during the worst part of last winter.


Tell the homeowner to check the house from the roof to the heating plant in the basement. If the roof has given many years of service, this may be the time to recover it. There is danger, even though no leak has been detected, that old and weatherworn roofing material will give way under the battering of high winds and freezing rain, sleet and snow.

Tell him, normally, a new roof isn't expensive. For example, asphalt shingles usually can be laid over the present roof, saving the expense and inconvenience of removing the old roofing material. Re-roofing can become costly,

(Continued on Page 28)

To Make More Money You need more Facts

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do it NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.



Check Item and
Send Coupon

Fill in—Tear off—and Mail

December, 1951

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- ☐ 1. Aluminum Roofing
- ☐ 3. Aluminum Siding
- ☐ 4. Asbestos Cement Siding
- ☐ 5. Asphalt Roll Roofing
- ☐ 6. Asphalt Shingles
- ☐ 7. Asphalt Siding
- ☐ 10. Brackets, Ladder
- ☐ 13. Cant Strips
- ☐ 14. Caulking Compounds & Guns
- ☐ 15. Caulking, Pre-Moulded & Closures
- ☐ 16. Cutters, Shingle & Siding
- ☐ 19. Cold Process Roofing
- ☐ 20. Decks, Asphalt Plank
- ☐ 25. Felt Laying Machines
- ☐ 27. Gutters, Eaves Trough, Leaders & Downspouts
- ☐ 28. Hoists & Derricks
- ☐ 29. Hot Stuff
- ☐ 68. Insulating Siding
- ☐ 30. Insulation, Board
- ☐ 32. Insulation Blown
- ☐ 33. Insulation, Sprayed
- ☐ 34. Kettles
- ☐ 36. Knives, Roofing
- ☐ 37. Ladders
- ☐ 39. Louvers
- ☐ 40. Membrane Fabric
- ☐ 41. Mops & Yarns
- ☐ 67. Pigeon-proofing
- ☐ 43. Plastic Waterproofing
- ☐ 66. Roofing & Building Specialties Manual
- ☐ 47. Saws, Electric & Guns
- ☐ 48. Scaffolding
- ☐ 50. Simulated Stone Siding
- ☐ 54. Spray Equipment & Pumps
- ☐ 59. Tools, Catalogs of
- ☐ 61. Waterproofing, Liquid

Other Items _____

Name

Firm

Position

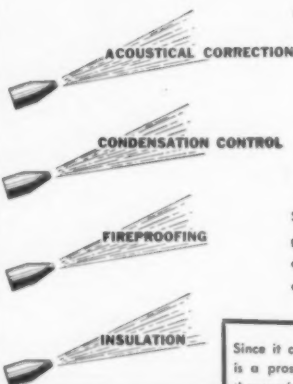
Address

SPRAYED

INSULATION

SprayCraft

Formerly SprayKate



SprayCraft has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.

Condensation is effectively controlled by SprayCraft opening a tremendous industrial and home market.

SprayCraft is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.

Since it can be applied on ANY surface, EVERY building is a prospect for SprayCraft. Large volume, big profits, thousands of prospects. . . . Write today!

**WRITE
for
DETAILS**

SPRAYED INSULATION, INC.
56-58 CRITTENDEN ST. NEWARK 4, N. J.

"It's worth \$200 but cost \$2"

"Best stuff for salesmen I ever saw"

"Helped us in selling"

These are just a few comments from contractors about

My Hardest Sale

A file size brochure containing twenty authentic, practical stories from roofing and siding salesmen of their actual closings.

For Salesmen Who Want to Make More Money

This brochure should be studied by every salesman in the roofing, siding and insulation industry. It is a gold mine of practical sales experiences. Straight from the shoulder, it makes interesting reading and gives money-making information. Each \$2.00—10 or more, \$1.50 each.

Easy Order Coupon

AMERICAN ROOFER & SIDING CONTRACTOR
425 Fourth Avenue, New York 16, N. Y.

Send me at once copies of "My Hardest Sale." I enclose

check money order (or bill me)

Firm Name

Address

Good Roof in Winter

(Continued from Page 26)

however, through continued neglect. Water, seeping into the house, may damage paper and paint on interior walls and ceilings. There is danger also that continued soaking of the roof board over a long period will cause rotting of the roof deck and framing. That is why the best time to replace an old roof is before the first leak occurs.

Be sure to clean leaves, twigs and other debris from roof gutters and downspouts. Otherwise, drainage may be blocked and water from melting snow may back up under roof shingles and seep through the roof deck.

Cleaning of both the chimney and furnace will assure maximum warmth and efficiency from the heating plant. Have the heating apparatus inspected by a service man who can make needed repairs as well as any adjustments required for economical and satisfactory performance.

Doors and window frames also should be inspected to make certain they are snug-fitting and weathertight.

Remembrance Advertising

(Continued from Page 12)

which will do the best job, by showing you what other successful businessmen in your field have done and how it has worked out for them.

Choice of art is up to each advertiser of course, and in Brown and Bigelow's calendars, he has at his command paintings, etchings and water colors by the country's leading artists, as well as a wide variety of photographs and kodachromes.

The calendar pad is of primary importance also if the calendar is to hang. No matter how fine the picture, if the pad is not legible or does not contain information on holidays, etc., the calendar won't be used. For offices and shops, the best pad is one that can be read at a distance of fifteen feet.

On the other hand, an excellent pad alone won't assure hang-up. The art subject must also be appealing. Today's trend is towards better art, which is why the country's top-flight illustrators are engaged by leading calendar producers.

For roofing and siding contractors,

an outdoor type calendar does a fine job when distributed to banks, loan companies, savings and loan associations, architects, building management firms, general insurance offices, insurance adjusters and firms which influence the getting of business in the building supplies fields.

Distribution could also be made to barber shops, bowling alleys and other recreational spots, as well as public buildings, schools, etc., where the firm name would be seen by a maximum amount of traffic, thus building identity throughout the area served.

Public Service Calendars

Public service calendars (calendars with a special message relating to the general public interest or on a patriotic theme which associate the advertiser with worthwhile public causes) are also liked by contractors. This type calendar is assured good hang-up by civic minded businessmen, schools, institutions, etc.

If endorsed and distributed by public bodies as well as by the advertisers, these calendars have particularly wide acceptance. For example, the National Safety Council endorses calendars which feature safety warnings and suggestions, and permits display of its Green Cross shield on all those it endorses. This calendar can be a powerhouse of advertising efficiency. Schools, police associations and local chapters of the National Safety Council often help in distribution of these calendars.

Thanking the Customer

Community fire departments are interested in promoting calendars with fire prevention slogans, which tie in well with outdoor sports pictures, landscapes and particularly, home scenes.

Housewives are America's most potent buying force. Calendars which appeal especially to women can carry selling messages all over the house. In the bedroom go religious or human interest calendars, in the living room, landscapes, floral arrangements, etchings, outdoor scenes. Recipe calendars, with household hints, good recipes, labor and money-saving suggestions, plus ample space for memos, recipe pockets, etc., are welcomed in kitchens. A valuable slogan, for example, ought to say: "This Home Served by James Roofing and Insulation Company."

Other forms of Remembrance Advertising have also proved efficient for roofing firms. Fine leather pieces for



MATT FELT LAYER AND HOT STUFF CARRIER

- SAVES TIME
- SAVES MONEY
- SAVES WORK

"You can't kid yourself into believing that you don't have to watch your pennies these days. You've got to watch costs now — more than ever — or you'll be owing yourself money." That's what Enoch Fumell, Jr., of Enoch Fumell, Inc., Oak Park, Illinois, said. They just bought a Matt Felt Layer and a Hot Stuff Carrier, and his foreman said he doesn't know why they didn't get the stuff long ago. Above photo shows Felt Layer being filled with hot stuff wheeled over 6 buckets at a time, by means of the Carrier. This was taken on a 350 square job in Chicago. What time and money savers! A point of safety, too, because the Carrier eliminates lugging the buckets by hand — no danger of spilling. As to the Felt Layer, hot stuff is applied evenly — no waste — no fish mouths — no hand mop pushing. You save on mops too. And, you can work on windy days. No delays. Why let another day go by without a Matt Felt Layer? Order today.

Write for Circular showing complete Matt Line.

Matt Coil-Less Burner Co.

4015 W. LAKE STREET

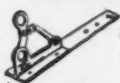
CHICAGO 24, ILLINOIS

INCREASE WINTER PROFITS

ADJUSTABLE PIPE SNOW GUARDS

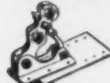


"PROTECTOR"



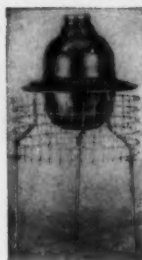
For Residential Type Buildings
2 PIPES 1/2" I.P.S.
Installed on old roofs without removing slate, ideal for small homes.

"FITRITE"



3-Pipe
3 PIPES 3/4" I.P.S.
For large slate roofs, Spanish Tile, corrugated and other steep roofs.

No-Freeze for Roof Drains



- LOW COST •
- FOOL PROOF •
- EASY TO INSTALL •

Sell Them On Every Job from Now Till Spring

Write Dept. "R" for catalogue and prices. To protect trade please use your printed stationery.

• OTHER PRODUCTS

Roof Scrapers
Portable Electric Saw Guns
Aluminum Mop Handles

Mops and Yarns
Bronze Roof Strainers
Ladder & Roof Brackets
Slag

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NEW YORK
TELEPHONE CRUEL 3-2400

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pocket or desk, metal or plastic lighters, writing instruments, telephone indexes and similar items can be tangible evidence of appreciation for business from good customers. Used properly, they can be a form of good customer insurance, certainly not a "give away."

Calendars for Housewives

One of the major sources of business for a contractor is the already satisfactorily served customer. After a job is completed, many contractors find a set of attractive playing cards personally delivered with thanks for the opportunity, develops friendships, cements old ones—and opens up chances for new prospects.

An intelligent direct mail series depends for its pull on the interest it creates and the utility it gives. Information on direct mail can be helpful as well as interesting. Even a blotter can have more utility, if it creates interest through a pleasing picture or a set of pertinent facts.

Building inspectors, fire marshalls, city, county and school officials are important individuals, influential in directing business to contractors and should be added to any list covering direct mail. Conventions and meetings of new building development projects etc., are important places to distribute novelties such as pencils, lighters, playing cards and other inexpensive items inviting additional business.

While the holidays are the commonly accepted time of year for saying "Thank you, come again" to good customers, as well as inviting potential business, there are now a number of ingenious plans for distributing remembrances throughout the year.

One of the finest examples of "something different" is the Birthday Plan. Under this plan, the birthdates of your clients are obtained in an unobtrusive way. On his birthday, your good customer or prospect receives a fine remembrance like a billfold, lighter, fine etching, or two pack sets of playing cards.

An important consideration in the selection of birthday remembrances is this: most customers prefer something they can take home and share with family and friends.

As thousands of contractors have discovered, it's not just having a big budget that counts in the long run. What counts is getting the right advertising material to do the jobs—and the

results in terms of new customers and good will.

Nailing It Down

(Continued from Page 5)

we wish our readers, friends, and advertisers our very best wishes for a Merry Christmas and a Happy New Year!
SH:JHF

Replace Siding Panels

(Continued from Page 11)

into position and may be nailed in the conventional manner. Cutting off the right-hand shiplap is not recommended for this type siding since the pitch of the siding will allow water to penetrate the vertical joint rather easily if the vertical shiplap is cut off to facilitate fitting of a replacement panel.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

SITUATION WANTED

EXECUTIVE SALES, 12 years' experience, specialty Sales and Sales Management. Business administration, M. E. Degree, age 34, married, will relocate. Prefer Florida or Southwest. Box 345, American Roofer and Siding Contractor, 425 Fourth Avenue, N. Y. 16, N. Y.

MISCELLANEOUS

"FOR SALE." AN old established Roofing, Insulation and Siding Company. This company has been established since 1914 in Mid-West Cities of 16,500 population, doing a net profit of \$45,000.00 per year. This includes 3 trucks, all office equipment and a very good established business. Box 349, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

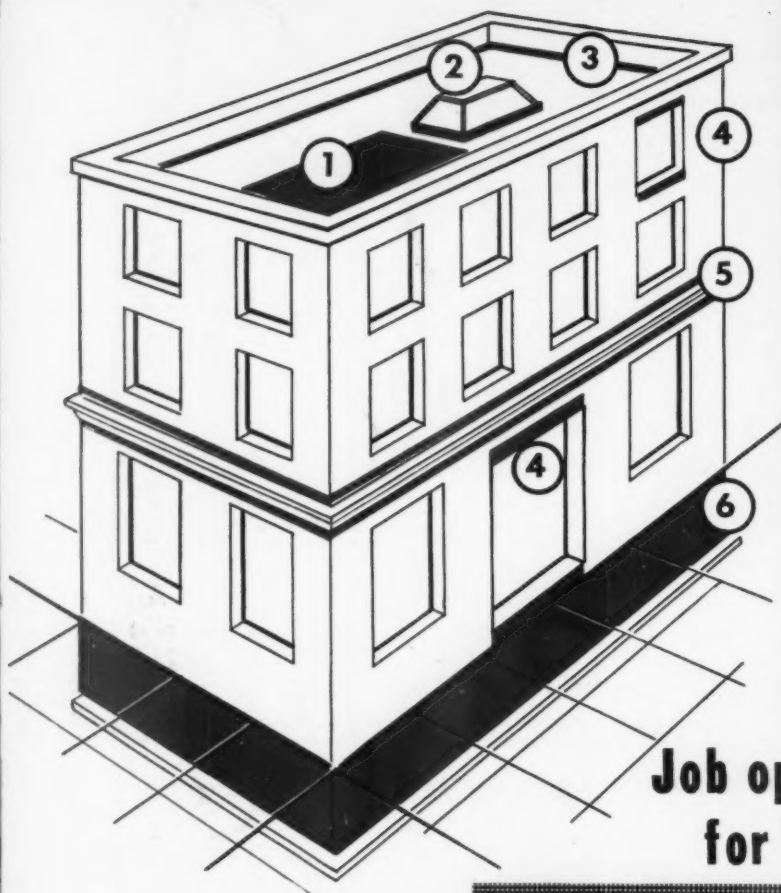
SALESMEN: If you want to improve your selling technique, get a copy of *My Hardest Sale*. This brochure contains authentic stories from men on the firing line, the fellows who go out every day and get the signature on the dotted line. There are 20 real, live, success stories at 10 cents per story, or \$2.00 for the brochure. Send for one or several today. American Roofer, 425 Fourth Avenue, New York 16, N. Y.

And all through the house...



...Flintkote Building Materials

all through the building



- 1 Roof patching
- 2 Skylight flashing
- 3 Parapet flashing
- 4 Window and Door flashing
- 5 Cornice flashing
- 6 Foundation waterproofing

**Job opportunities
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THE KARNAK LINE

- Roofing and Waterproofing Fabric
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- Asphalt Emulsions
- Caulking Compounds
- Asphalt Paint
- Joint Filler
- Tile Cement
- Mastic Flooring
- Aluminum Roof Coating
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KARNAK

roofing and waterproofing

FABRIC

There's more profit for you in finest-quality Karnak membrane fabric. Karnak fabric applies smoothly, easily. Surfaces should first be thoroughly cleaned, then coated with Karnak asphalt roof coating into which is rolled the fabric. A covering coat of roof coating or Karnak cement completes the operation.

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VOL. 42

NOs. 1-12

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PUB. 435

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